



WPTV

ORDER

Print Date 10/30/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **316334 /** **Romney for President, Inc.**

Original Date / Revision Agency Com 15%

10/30/12 10/30/12 Billing Contact

Advertiser **Romney / Republican / Presi**
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact
138 Conant Street
Beverly, MA 01915

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:10:00

Estimate # **13**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	37	\$17,871.25	\$21,025.00	0.00
Totals	37	\$17,871.25	\$21,025.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	37	\$17,871.25	\$21,025.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/31/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 111--			3		\$900.00		0.00				
N 2	WPTV	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 222--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 222--			6		\$950.00		0.00				
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00



WPTV

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Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **13**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$350.00		0.00			
N 4	WPTV	11/05/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 5	WPTV	10/31/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$425.00		0.00			
N 6	WPTV	11/05/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$425.00		0.00			
N 7	WPTV	11/05/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 8	WPTV	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-- 111--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$600.00		0.00			
N 9	WPTV	11/05/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$600.00		0.00			
N 10	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$325.00		0.00			
N 11	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$600.00		0.00			
N 12	WPTV	11/03/12	11/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,025.00		0.00			
N 13	WPTV	11/03/12	11/03/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$950.00		0.00			
N 14	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$100.00		0.00			
N 15	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/12	11/04/12	-----S					1	\$325.00		0.00			



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Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **13**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N15	WPTV	11/04/12	11/04/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00		
				Su 6-7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week:		10/29/12	11/04/12	-----S	1	\$325.00	0.00										
N16	WPTV	11/04/12	11/04/12	SU 10-11am To the Point	CM	10-11am	-----S	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00		
				SU 10-11am To the Point													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week:		10/29/12	11/04/12	-----S	2	\$350.00	0.00										
														Totals		37	\$21,025.00